

ORDER



Orders
Order / Rev: 721088
Alt Order #: 06365546
Product Desc: ARPAIO FOR SHERIFF
Estimate: 317
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Joe Arpaio for Maricopa County Sheri
Demographic: A35+
Product Codes: PL-State/Local Misc
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	130	\$70,375.00	\$59,818.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	130	\$70,375.00	\$59,818.75	206.80
Totals	130	\$70,375.00	\$59,818.75	206.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	10/09/12	10/15/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	10	\$225.00	P-2	1.30	NM	10	\$2,250.00
LIVE W KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					10	\$225.00		1.30			
E 2	KPNX	10/09/12	10/15/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	6	\$650.00	P-2	2.70	NM	6	\$3,900.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					6	\$650.00		2.70			
E 3	KPNX	10/09/12	10/15/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	8	\$250.00	P-2	1.10	NM	8	\$2,000.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					8	\$250.00		1.10			
E 4	KPNX	10/09/12	10/15/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	10	\$225.00	P-2	1.00	NM	10	\$2,250.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					10	\$225.00		1.00			
E 5	KPNX	10/09/12	10/15/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	3	\$175.00	P-2	1.30	NM	3	\$525.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$175.00		1.30			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	10/09/12	10/15/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	1.10	NM	5	\$1,125.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					5	\$225.00		1.10			
E 7	KPNX	10/09/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$375.00	P-2	1.20	NM	5	\$1,875.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					5	\$375.00		1.20			
E 8	KPNX	10/09/12	10/15/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	10	\$300.00	P-2	1.00	NM	10	\$3,000.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					10	\$300.00		1.00			
E 9	KPNX	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	6	\$600.00	P-2	1.80	NM	6	\$3,600.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					6	\$600.00		1.80			
E 10	KPNX	10/09/12	10/15/12	NBC Nightly News NBC Nightly News	CM	Various	MTWTF--	:30	3	\$1,500.00	P-2	3.50	NM	3	\$4,500.00
NBC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$1,500.00		3.50			
E 11	KPNX	10/09/12	10/15/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	4	\$700.00	P-2	3.00	NM	4	\$2,800.00
ARIZ NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					4	\$700.00		3.00			
E 12	KPNX	10/09/12	10/15/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	10	\$450.00	P-2	1.00	NM	10	\$4,500.00
12 NEWS TODAY 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					10	\$450.00		1.00			
E 13	KPNX	10/09/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	12	\$550.00	P-2	1.60	NM	12	\$6,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					12	\$550.00		1.60			
E 14	KPNX	10/09/12	10/15/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	10	\$300.00	P-2	1.10	NM	10	\$3,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					10	\$300.00		1.10			
E 15	KPNX	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,000.00	P-3	6.40	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$4,000.00		6.40			
E 16	KPNX	10/13/12	10/13/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$400.00	P-2	2.40	NM	2	\$800.00
12 NEWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$400.00		2.40			
E 17	KPNX	10/13/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	4	\$250.00	P-2	1.00	NM	4	\$1,000.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					4	\$250.00		1.00			
E 18	KPNX	10/13/12	10/13/12		CM	Various	-----S-	:30	4	\$250.00	P-2	1.20	NM	4	\$1,000.00

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 Estimate: 317
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Morning News											
12 WKD TODAY				12 News Sat Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		4			\$250.00			1.20			
E 19	KPNX	10/14/12	10/14/12	SUN TDY	CM	5-9a	-----S	:30	2	\$250.00	P-2	1.00	NM	2	\$500.00
				NBC Today Show (Su)											
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		2			\$250.00			1.00			
E 20	KPNX	10/14/12	10/14/12	Sun 8-10a	CM	Various	-----S	:30	4	\$250.00	P-2	1.20	NM	4	\$1,000.00
				12 News Sun Today											
12 NEWS SU WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		4			\$250.00			1.20			
E 21	KPNX	10/09/12	10/15/12	12 News 10pm M-SU	CM	10-1035p	MTWTFSS	:30	7	\$1,300.00	P-2	3.70	NM	7	\$9,100.00
				12 News 10 pm M-Su											
12 NEWS @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTFSS		7			\$1,300.00			3.70			
E 22	KPNX	10/09/12	10/09/12	Tue Prime A	CM	7-8p	-T-----	:30	1	\$3,500.00	P-3	7.20	NM	1	\$3,500.00
				The Voice											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----		1			\$3,500.00			7.20			
N 23	KPNX	10/14/12	10/14/12	NFL Regular Season Fo	CM	Various	-----S	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
				NFL Regular Season Football											
per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$7,500.00			0.00			
N 24	KPNX	10/09/12	10/12/12	M-F 430-5a	CM	430-5a	-TWTF--	:30	2	\$25.00	P-2	0.00	NM	2	\$50.00
				M-F 430-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--		2			\$25.00			0.00			
													Totals	130	\$70,375.00
*Tax 1 Note: Tax 0.5%.															

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